

ABSTRACT

The combination patterns of emissions and non-emissions from the n-th sub-field to the m-th sub-field (where m and n are integers smaller than the total number of sub-fields, 5 and m is greater than n) for a first pixel, a second pixel, a third pixel, and a fourth pixel that are vertically and horizontally adjacent in each of the areas in a display panel are different from one another. Among the first pixel to the fourth pixel vertically and horizontally adjacent in each 10 area of the display panel, the grayscale value displayed by each of the first pixel and the second pixel arranged in one diagonal positions is lower than the average of the grayscale values displayed by the first pixel to the fourth pixel, while the grayscale value displayed by each of the third pixel and 15 the fourth pixel arranged in the other diagonal positions is higher than the average of the grayscale values displayed by the first pixel to the fourth pixel.